

**PEAK**  
PROCUREMENT EXCELLENCE AND KNOWLEDGE

April 8-9 2024

CONTINUING ON THE JOURNEY  
TO PROCUREMENT EXCELLENCE



2024



# Breakout Session

Partnering with HUB



# Breakout Session



## Partnering with HUB

Carla Copes

Community Engagement Specialist

NC Office for Historically Underutilized  
Businesses



2024



# HUB Overview



# The HUB Office



**The Office for Historically Underutilized Businesses promotes diversity and inclusion in state government procurement and contracting.**

**The main roles of the HUB Office include:**

- HUB Certification (HUB)
- NC Small Business Enterprise Certification (NCSBE)
- Advocacy and Business Development services
- Compliance & Reporting
- Minority Business Development Agency Business Center



# What is a HUB?



- Per NC General Statute [143-128.4](#)
- At least 51% of business is owned by one or more persons who are members of at least one of the groups in 143-128.4 (b).
- The management and daily business operations must be controlled by at least one owner in one of the groups in 143-128.4 (b).
- HUB Certification Categories:
  - Black
  - Hispanic
  - Asian American
  - American Indian
  - Female
  - Disabled
  - Disadvantaged
- Employee Stock Ownership Plan (ESOP – New category)

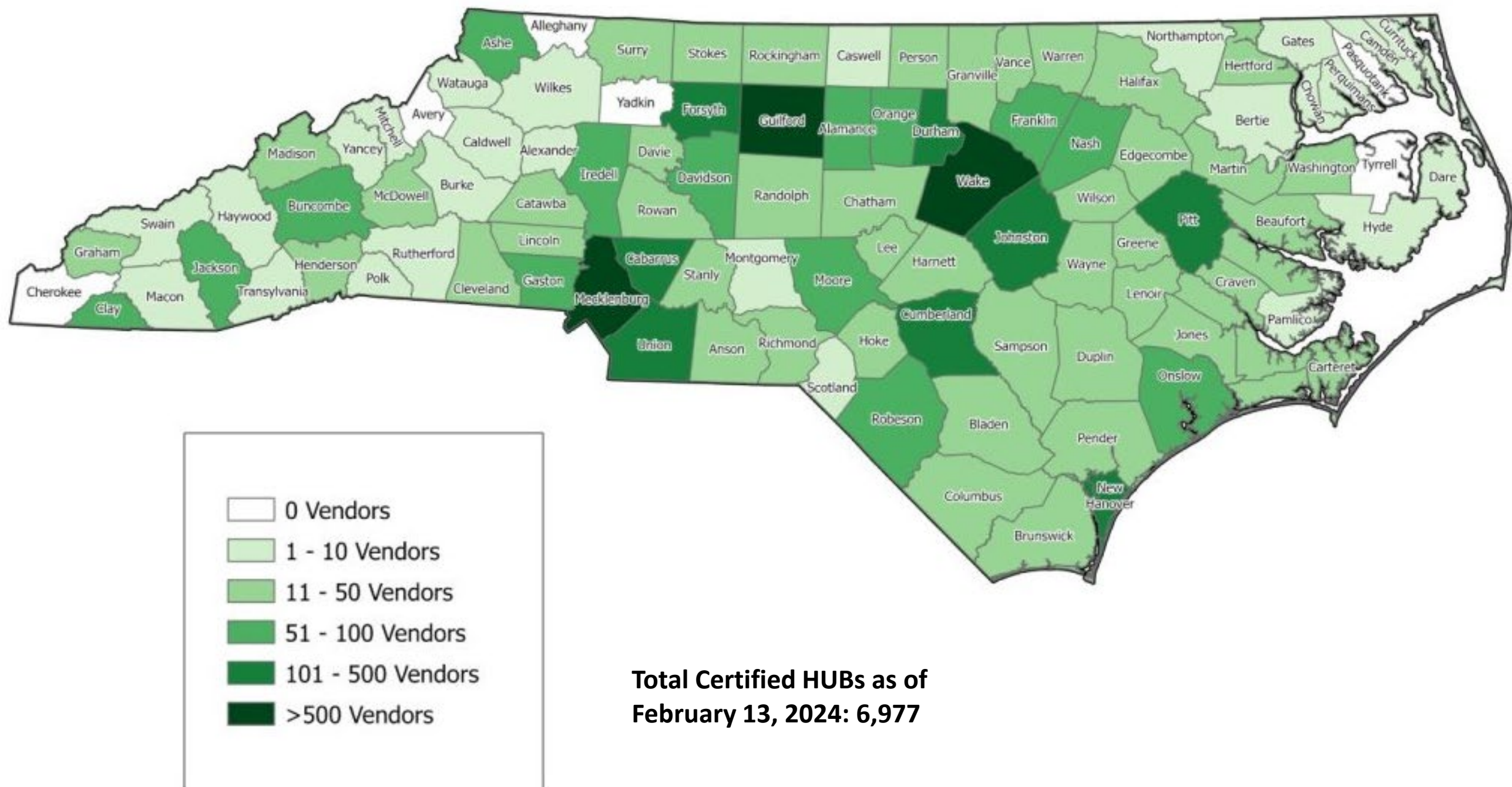
# HUB Certification Process



- Certification is valid for 4 years with optional 4 year renewal
- Takes about 45-90 days to get certified
- There is no fee to be certified
- Reciprocity options exist, making it easier to get HUB certified if a firm is already certified in NC or a surrounding state
  
- **How do firms get help with HUB certification?**
- Visit the HUB Office Certification page: [Certifications | NC DOA](#)
- Contact the HUB Office
  - Phone: 984-236-0130
  - [huboffice.doa@doa.nc.gov](mailto:huboffice.doa@doa.nc.gov)

# Where are HUBs in North Carolina?

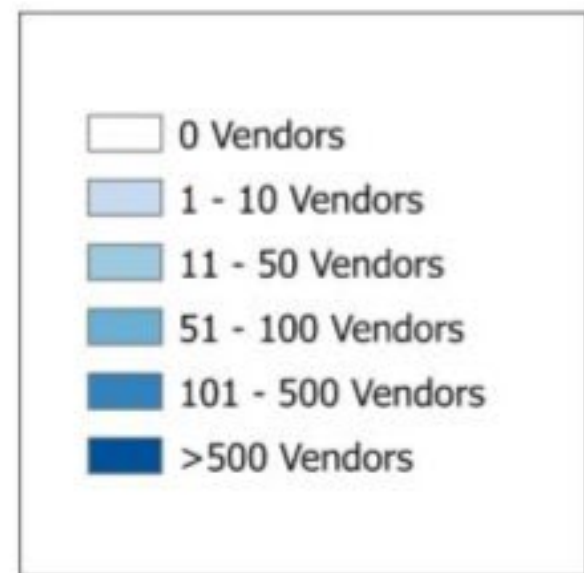
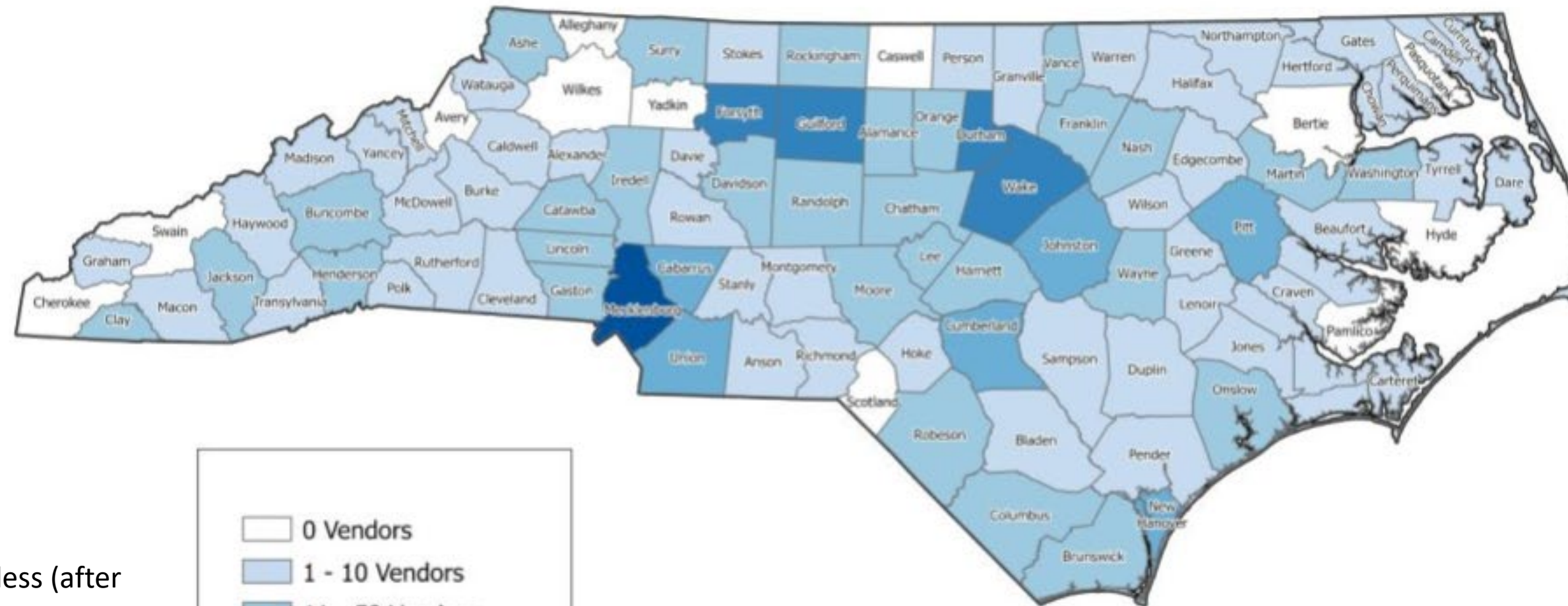
## HUB Certifications by County





# Where are NCSBEs in North Carolina?

## North Carolina Certified Small Business Enterprises by County



**Total Certified NCSBEs as of February 13, 2024: 2,579**

### NCSBE Certification:

- Headquartered in NC
- For Profit
- \$1.5 Million in Annual Revenue or less (after cost of goods sold)
- 100 or fewer employees

Certification managed by the HUB Office.  
 Lasts four years.  
 Race and Gender Neutral

2024



Why we look for HUB  
Vendors.



# Legislative Background



- Goal of 10% established in [Executive Order Number 25](#)
- [NC General Statute 143-48](#)
  - State policy to encourage use of small and Historically Underutilized Businesses
  - Reporting requirements
- [NC General Statute 143-128.4](#): Statewide Uniform Certification
  - Defines Historically Underutilized Business
  - Department of Administration certifies HUBs and maintains database
  - Only Certified HUBs count toward minority business participation

2024



# Ways to find HUB Vendors



# Ways to find HUB Vendors



- [State Term Contract](#)
- eVP Solicitation Posting (Public Entities only)
- HUB Office Solicitation Posting (Public and Private Entities)
- eVP Vendor Search (Anyone can search)
- [Minority Media Advertising](#)
- Pre-bid meetings
- Outreach events (Meet the Purchaser / Vendor fairs)
- **PEAK Conference Vendor Tables (April 8th-9<sup>th</sup>)**

# Statewide Term Contracts



**Statewide Term Contracts** can be found on the NC P&C website:

<https://ncadmin.nc.gov/government-agencies/procurement/statewide-term-contracts>.

Vendors that are HUB certified are identified on the list.

## Statewide Term Contracts with HUB vendors include:

- HVAC Air Filters
- Condoms
- Diesel
- Durable Medical Equipment
- Microscopes
- Office Supplies
- Veterinary Supplies & Equipment
- Supplemental Internal Auditing Services
- Pharmaceutical Returned Goods Processing

To download a copy of the State Term Contracts table, select the "Export Table Data" at the bottom of the table. Please note that this table contains site source code.

Show  entries Search:

Title	Beginning Date	Ending Date	Mandatory / Convenience
+ <a href="#">0002A - Goods and Services from NPWCBSD</a>	3/23/2022		Mandatory
+ <a href="#">001A - Correction Enterprise Products</a>	3/1/2011		
+ <a href="#">031A - HVAC Air Filters</a>	6/24/2019	6/23/2023	Mandatory
+ <a href="#">045A - Household Appliances</a>	8/6/2019	8/5/2023	Mandatory
+ <a href="#">050A - Preschool/Elementary Art Supplies &amp; Accessories</a>	10/9/2019	10/8/2023	Mandatory
+ <a href="#">060A - Automotive, Industrial Parts and Supplies</a>	11/1/2015	6/30/2024	Mandatory

2024



Partnering with the HUB  
Office



# Partnering with the HUB Office

**HUB mission alignment:** HUB holds outreach and training events with local and state government entities, community colleges, public universities, and partner organizations to aid in increasing minority /woman owned business participation.

**Events Focus:** HUB certification process, trainings (how to do business with the state), connecting HUB vendors with agency purchasers, introducing government staff to HUB requirements and resources, and sharing industry best practices.



# Partnering with the HUB Office - Examples

- Annual Procurement Education and Knowledge (PEAK) Conference
- Annual State Construction Conference – the HUB Office hosts a networking reception and vendor expo (w/some opportunities for in-kind participation).
- Annual Minority Enterprise Development Week (MED Week) – State and local level events - (HUB hosts an event for statewide participation including an expo with opportunities to exhibit / local events held around the state)
- Rural Summit – (HUB participates as an exhibitor)
- UNC School of Government courses (we routinely have a section in the Construction Contracting course and participate in others related to the NC MWBE Coordinators Network's Certified Economic Inclusion Officer (CEIO) program)
- Association meetings such as the NC Association of Governmental Purchasers (NCAGP), NC Association of Community College Business Officers (NCACCBO)
- Industry organizations such as the United Minority Contractors of NC (UMCNC), Hispanic Contractors Association of the Carolinas (HCAC) and the NC MWBE Coordinators Network

# Event/Training Request

The HUB Office receives requests for outreach and training through multiple avenues including word of mouth, walk-ins, email, phone calls, social media and the outreach & training request form.

- ❖ **The outreach/training request form** is the preferred method for receiving requests. [Outreach/Training Request Form | NC DOA](#)
- ❖ Initial details that are pertinent to the success of the event include: verifying the requesting agency or organization, confirming the need of the agency, confirming the role of the HUB Office and knowing the intended targeted audience.

# Audience/Attendees

It is critical to know the audience intended for each event. This drives the platform or venue choice, how the event will be marketed, HUB staff attendance, how the engagement or exhibit will be set-up, and materials/hand-outs needed.

- ❖ **New business owners/non-certified attendees/General Public** (often wants to know -Who/What is HUB, how to become HUB certified, maneuver through the HUB application process, gain access to contracting)

Potential vendors should ideally complete certification training to gain an understanding of HUB certification and how to effectively use the certification.

HUB shares information about the HUB Office, HUB certification, Certification training sessions, instruction on certification application completion, business development resources and a business card for the team member that can best assist.

Minimal information shared is QR code access to the HUB website to learn about the HUB Office, and the HUB Office Introduction/Overview handout.

- ❖ **HUB Certified Vendors/ Certified Others** (often wants to know -how to become HUB certified, gain access to contracting, understand bid solicitations, how to win bids, access to grants)

Recommend P101 training sessions/Reciprocity/MBDA Center Resources/Direct to HUB website (specifically to Bid Solicitations Portal, Business Resource page, Events/Training page & IPS), Share business development access.

Minimal information shared is QR code access to the HUB website to learn about the HUB Office, and the HUB Office Introduction/Overview handout

# Audience/Attendees (cont'd)

- ❖ **State agencies** (often wants to know - who is HUB? How do I find HUB Vendors? How do I increase HUB participation?)

Requires continuous education regarding how the Office for Historically Underutilized Businesses supports their agency.

HUB shares the HUB Office Introduction/Overview handout, the QR code access to the HUB website to learn about the HUB Office, business card for the team member that can best assist.

- ❖ **Advocacy Partners/Industry Partners/Private Corporations** (How can we support HUB, form partnerships, help educate certified vendors, find HUB vendors, Increase HUB participation)

Events together are usually educational, information exchange, professional development, and training,

Minimally, HUB shares QR code access to the HUB website and the HUB Office Introduction/Overview handout

# Hosting Vendor Engagements

- The HUB office can assist with hosting vendor engagements
- Vendor engagement events may be virtual or in-person
  - Depending upon event type, hosting partner would market the event
  - if virtual, hosting partner would provide the meeting platform
  - if in-person, hosting partner would provide the space/venue for the event

## Examples:

- Reverse vendor fairs – vendors participate as exhibitors – sharing their goods or services offerings – purchasing agents from your agency are invited to see and hear (example: Raleigh Small Business Expo)
- Meet the purchaser – Agency would facilitate an introduction to purchasers within their agencies and provide information on how to conduct business with each participant. (example: DHHS and DMVA, DIT, DOA/Revenue/DOT)

# HUB/Partner Engagement Success Stories

- HUB Vendor Purchasing 101 Training (DOT, DOA's Office of Fiscal Management)
- I have the contract, now what? (DOA's Office of Fiscal Management)
- FSU Entrepreneurial HUB
- NC CORR (Rebuild NC)
- Quarterly HUB Certification trainings with local cities or municipalities (Concord/Winston Salem/Raleigh)
- Chamber of Commerce (Wilmington)
- Community College (Wake Tech)
- Universities (UNC Wilmington facility –meet the contractor events)

# State and local government Agency related training opportunities

- Train the Trainer – HUB provides training to assist your staff in providing HUB certification information with the goal of increasing vendors that are certified.
- Vendor search training – monthly online and may be available by request (depending on what else we have lined up and amount of notice)

# Increasing your Power of connecting with Vendors

- Post solicitations (HUB Solicitation Portal)
- Share solicitation methods
- Share how To Access - Direct Solicitation - Informal Vendor Quote/RFQ/Informal Quote Pdf (How Do We Increase Awareness For Hub Vendors In This Area)
- Share Forecasting for upcoming projects
- Share special events (holidays/recognitions pertaining to your industry)
- Request proclamations to support industry nationally recognized milestones or days





# CONTACT US :

NC Office for Historically Underutilized Businesses

[NC DOA Historically Underutilized Businesses \(HUB\) Office](#)

[- Minority, Women-Owned & Small Businesses](#)

[Outreach/Training Request Form | NC DOA](#)

[Business Resources | NC DOA](#)

# HUB Office Staff Support for Agencies



Compliance - Construction-Supplier Diversity & Outreach Section			
John Guenther	Data & Compliance Manager	984-236-0141	<a href="mailto:john.guenther@doa.nc.gov">john.guenther@doa.nc.gov</a>
Roxane Waller	HUB Coordinator	984-236-0139	<a href="mailto:roxane.waller@doa.nc.gov">roxane.waller@doa.nc.gov</a>
Carla Copes	Community Engagement Specialist	984-236-0137	<a href="mailto:carla.copes@doa.nc.gov">carla.copes@doa.nc.gov</a>

Across other agencies: HUB Liaisons, Business inclusion Specialist, Supplier Diversity Specialist

April 8-9 2024

**PEAK**  
PROCUREMENT EXCELLENCE AND KNOWLEDGE



CONTINUING ON THE JOURNEY  
TO PROCUREMENT EXCELLENCE

